

From: [International Downtown Association](#)
To: [Kent Smith](#)
Subject: IDAAdvantage July 23, 2015: The sometimes mixed results of mixed use
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Springboard



JULY 23, 2015



Big city dreaming: The sometimes mixed results of mixed use

URBAN LAND

If city councils would learn that their inevitable mistakes would be an order of magnitude less harmful to their communities if they stuck to prohibiting uses rather than mandating them, the architectural landscape would be littered with far fewer carcasses.

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Michael Smith



NEWS FROM THE TOP

Core Value of IDA – in San Francisco

MICHAEL J. SMITH, CHAIR, IDA AND PRESIDENT & CEO,
CHARLOTTE CENTER CITY PARTNERS

This is our watch...our time. We carry the responsibility of being more or less relevant in critical conversations happening in our communities. We are at a pivotal point in shaping the way our cities develop, evolve and grow and our work has never been more relevant. One of the best tools we have in executing this vital work is IDA.

The ultimate value of IDA should be measured as how we are able to advance our mission in our cities and around the world. IDA exists to facilitate transformative work that we can only accomplish collectively, rather than individually. We are a talented group of downtown development and placemaking professionals who can change the world through our combined association level work.

One of the most valuable efforts is the IDA's annual conference, which presents a highly produced, curated collections of research, new ideas and challenges. You will make great connections with peers and talented thought leaders.

The theme for this fall's conference in San Francisco on September 30-October 1 is *Bridge the Gap...Innovation, Inclusion, Inspiration*. We will explore the way these themes bridge common

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IDA San Francisco



issues facing downtowns and urban districts from coast to coast and around the world.

This conference is set in and around one of the most beautiful and dynamic cities in the world. You will immerse yourself among an incredibly diverse group of place management professionals and find yourself inspired by top urban thinkers in one of our most innovative cities.

I invite you to join me in San Francisco and be part of these essential conversations. Learn how to be more relevant in the local, national and international dialogue. IDA carries the standard for the work of building quality urban places. Our annual conference is our opportunity to learn and to leverage our expertise. I look forward to seeing you in September.

MEMBER SPOTLIGHT

Welcome to IDA



A welcome to the newest IDA members

IDA offers the industry's best educational and networking opportunities for downtown practitioners, as a result of its dedicated, passionate, and knowledgeable members. As such, we're thrilled to welcome these organizations to our growing network of practitioners:

Capital City Development Corporation
John Brunelle
Boise, ID

Concierge Services LLC
Christopher Curtis
Las Vegas, NV

Downtown Bismarck Community Foundation
Dawn Kopp
Bismarck, ND

Downtown Little Rock Partnership
Gabe Holmstrom
Little Rock, AR

Downtown New Westminster BIA
Kendra Johnston
New Westminster, BC Canada

Fairmount Community Development Corporation
Kevin Moran
Philadelphia, PA

LoDo District Inc.
Ryan King
Denver, CO

Michigan State University Extension
David Ivan
East Lansing, MI

Newark Community Economic Development Corporation
Otis Rolley, III
Newark, NJ

Newark Downtown District
Anthony McMillan
Newark, NJ

Town of Surfside
Duncan Tavares
Surfside, FL

University City Partners
Darlene Heater
Charlotte, NC

Uptown Greenville
Bianca Shoneman
Greenville, NC

Westboro Village BIA
Mary Thorne
Ottawa, ON Canada

To learn more about the value of IDA membership and hear how current members use these benefits, join us for an informational webinar on August 20, 2015. To register, [click here](#). And, if you're ready to become a member, [join today](#).

MEMBER NEWSMAKERS

Big news: Tiny parks coming soon to a parking spot near you

MONTANA PUBLIC RADIO

As downtown grows, support organizations shift efforts

KNOXVILLE NEWS SENTINEL

Walking down K Street Northwest in Washington, D.C., almost everything is a shade of gray — light gray buildings, darker gray sidewalks, even the windows on the gray high-rises reflect their gray surroundings.

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After their youngest daughter moved out of the house two years ago, Robin Thomas and her husband, Chris Crouch, decided they wanted to move from Memphis to a city with a vibrant downtown.

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Discounted office rent available in Downtown Dayton

ABC 22

Small businesses are getting a new opportunity to relocate to downtown Dayton, with office space available at discounted rates. The program is called "Activated Spaces," and is sponsored through the Downtown Dayton Partnership.

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Dozens of bands to play Summer Sweat Block Party in downtown Fresno

THE FRESNO BEE

The free, day-long event kicks off at 2 p.m. Saturday on the Fulton Mall and is the first of four block parties this summer being billed as a celebration of downtown and the Fresno heat.

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Downtown Anchorage sees growth in new businesses

CBS 11

Despite a state budget crisis, developers and businesses are still thriving in downtown Anchorage. Chris Schutte with the Anchorage Downtown Partnership said this summer has seen booming business for downtown retailers. Vacancy rates are low, and real estate prices remain high.

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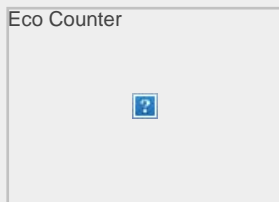
New Downtown Book Boxes unveiled today in quirky kaleidoscope of designs

AL.COM

Butterflies, aliens, food trucks, Wernher von Braun. Those are just a few of the motifs adorning the six new Downtown Book Boxes, officially unveiled today. So what is a Downtown Book Box? It's a vintage Huntsville Times newspaper rack, painted by a North Alabama artist and filled with books. There are six of them, and they've been placed around the downtown Huntsville area.

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Eco Counter



Who would you tell if you knew how many people visit your district? With over 7,000 systems worldwide, Eco-Counter is a leader in automatic pedestrian counters. BIDs use count data to understand trends, make informed decisions about events, and create effective strategies. For more information, visit www.eco-counter.com.

THIS WEEK @ IDA

Trending Topics Webinar: Improving Tenant Mix for Downtown Business Districts

Retail attraction in commercial and mixed-use environments



requires a unique approach. Downtown district managers face a significant challenge in their efforts to create optimal tenant mix, as they are neither property owners nor brokers. What tools are available to district managers to assist in encouraging a diverse mix of goods and services? One tool to aid in this retail attraction is the International Council of Shopping Centers' (ICSC) "Improving Tenant Mix," a step-by-step guide, available free of charge on ICSC's website. It provides downtown practitioners with practical tips and guidance in the development and execution of successful retail attraction programs.

Join us for this Trending Topics Webinar where district practitioners and property owners alike will learn about tools such as this one, along with detailed strategies for working closely with the real estate community to influence and enhance tenant mix for the benefit of the entire downtown business district.

Date: Wednesday, August 5, 2015

Cost: \$35 for members and \$70 nonmembers

Time: 3pm Eastern

[Register Today!](#)

DOWNTOWN TALK

The old suburban office park is the new American ghost town

THE WASHINGTON POST

The shrubbery stirs in the breeze, which carries the odor of crushed asphalt. Yellow paint is chipping off the curbs. A single orange traffic cone sits in the revolving door that no longer revolves, at the front of an office building that's no longer an office building.

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Indy (gently) nudges developers away from parking, toward transit

CITYLAB

Indianapolis is about as car-reliant as it gets for a big American city. Census data from 2013 puts the share of city commuters who drive to work alone at 82 percent. Another 10 percent do carpool, though predominantly with just two people total in the vehicle, while only 2 percent take public transportation and another 2 percent walk. If you squint you can see the bicycle commute share: roughly half a percent.

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A superficial solution for crime that actually works

PACIFIC STANDARD

Over the past half-century or so, urbanites have been abandoning America's cities. Post-industrial municipalities like Philadelphia, where manufacturing job losses spurred residential flight, have been hit particularly

Cities with physically active residents more productive as well as healthier

GUARDIAN CITIES

Cities in which residents are physically active have a big advantage over their more sedentary rivals, with better economic productivity, higher property values and

hard. Philadelphia is home to thousands of abandoned buildings, standing vacant and slowly crumbling from substandard upkeep.

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Public-private alliance can solve affordable housing crunch

AMERICAN BANKER

History and politics tell us that government subsidies alone will not solve the dearth of affordable housing. Private developers and private capital are needed.

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Streetscape features related to pedestrian activity

JOURNAL OF PLANNING AND RESEARCH

By measuring twenty streetscape features and numerous other variables for 588 blocks in New York City, we were able to identify variables that explain pedestrian traffic volumes. We found significant positive correlations between three out of twenty streetscape features with pedestrian counts after controlling for density and other built environmental variables.

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improved school performance, as well as a healthier population.

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NYC parks chief talks public space trends, big data and “fixing” Central Park’s monument inequity

NEXT CITY

Thirty years into his career and one year into the top parks job in New York City, Mitchell J. Silver says he still loves everything about urban planning. I spoke with Silver recently about the city’s parks system plan, gentrification, data-driven decision-making and more.

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Uber overtakes taxis for business travelers, new report shows

SAN JOSE MERCURY NEWS

While Uber, Lyft and other ride-booking services may be getting kicked around like a political footballs this week, it hasn’t stopped them from scoring some milestone business points. Los Angeles has moved toward becoming the biggest city in the U.S. to allow ride-hailing services like Uber and Lyft to pick up passengers at the airport.

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International Downtown Association

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